TELEVISION Forecast

MARCH 26, 1949

COCA, CAESAR & McCARTY

WBKB WENR-TV WGN-TV WNBQ

WTMJ-TV Milwaukee

Channel 4 Forecast

Lady of the Mountain

Mon. and Wed., 6:30 p.m.

The New Time For This Show of Ballads and Nature With Barbry and Tommy

Wrestling

Monday, 8:30 p.m.

Russ Davis Calls The Grunts and Groans from Midway Arena

Ernie Simon

Mon. thru Fri., 6:45 p.m.

The Curbstone Cut-up Talks To The Man On The Street

Here's How

Friday, 6:30 p.m.

Here's How To Make Useful Things Out Of Materials You Have At Home

* WBKB CHICAGO

BALABAN & KATZ TELEVISION THEATRE

FORECAST:

More Cable, Channels, Programs

And, we might add, more confusion. However, the picture looks brighter this week. TV moguls of Chicago and New York are taking a personal interest in your likes and dislikes, and you'll see the results of their snoopings for information before summer arrives.

You'll also hear about—

—More coaxial cable joining Chicago with New York and other eastern cities.

—The Federal Communications Commission's decision on whether to release the UHF (ultra high frequency) channels to video, to provide more stations for Chicago and other big cities.

—New programs, changes of time, dates being switched because of more cable. There will be a little confusion for a few weeks. Daily papers and *Television Forecast* will try to clear up the muddle.

Already some changes are being noted. WGN-TV, channel 9, will be receiving the Ford Theatre productions—a drama each month—formerly telecast by another Chicago station thru CBS facilities. Ed Sullivan's "Toast of the Town," previously heard 8 to 9 p.m. Sundays, now begins at 7 o'clock, effective March 27.

When the Bell Telephone company completes the additional cable from New York to Chicago, TV fans will be tied up in knots over what program to view, because real station competition will just begin. Right now, only one channel can provide a New York show, so if you prefer eastern productions you watch them knowing there won't be any other eastern shows on the screen. It will be a healthy situation to have more shows, better shows, and for those who want to watch all events, there is only one hope for relief: 4 TV sets in the parlor, and a good set of nerves.

Paul B. Mowrey, ABC TV director representing WENR-TV in Chicago has made it clear his network vetoes the use of hackneyed stage pieces, no matter how successful they had been before the footlights. Mowrey favors experimenting with short story classics, one-act masterpieces, such as Ring Lardner, Saroyan and James Thurber, so expect to see more entertainment of this type.

NBC has taken the lead in UHF experimenting by planning an ultra-high frequency station in Bridgeport, Conn. The station will act as a satellite of NBC's key station in New York, WNBT, and will be studied by FCC officials and TV set manufacturers with much interest. Most manufacturers have announced they are prepared to produce dual-band sets providing both UHF and VHW (very high frequency) so that televiewers may receive programs from all channels. Only Zenith Radio and Television Corporation was able to jump the gun months ago by designing and putting on the market a set which incorporates both bands.

Frank Schreiber, WGN-TV chief executive, recently expressed his feelings toward the motion picture industry and their attitude towards video. The "in-

(*Continued on page* 11)

TELEVISION Forecast

Chicago's Own T.V. Magazine

PUBLISHED WEEKLY BY
TELEVISION FORECAST, Inc.
185 North Wabash Ave. Chicago 1, Ill.

Vol. 1, No. 47 Whole No. 38
March 26, 1949

Editor, Robert A. Kubicek
Associate Editor, Patricia Cooper
Program Editor, Patricia E. Moran
Advertising Sales Manager, Lester Vihon
Promotional Manager, Roy V. Whiting
Business Manager, Norbert F. Dompke
Production Manager, John E. Groenings
Circulation Manager, Thomas F. Ingram

Advertising Rates on Request
Phone: FRanklin 2-9563

Entered as 2nd class matter at the post office at Chicago, Ill.
Subscriptions: $3 per year; 2 years $5; single copies 10 cents.
Copyright 1949 by Television Forecast, Inc.

Saturday

	WNBQ 5	WENR-TV 7	WGN-TV 9	WBKB 4
11:00	4	MULTISCOPE NEWS.		
2:00	9	TELEVISION MATINEE, "Yank in Libya," Joan Woodbury and Walter Woolf King.		
4:00	9	Test Pattern.		
5:30	9	LUCKY PUP REVIEW CBS-TV N.Y.		
5:45	4	Test Pattern.		
5:55	4	SUN-TIMES NEWS ROUND-UP, Ulmer Turner.		
6:00	7	NEWS AND VIEWS fr. N.Y.		
	9	FILM SHORTS.		
	4	FRONTIER THEATER, "Pals of the Silver Sage," Tex Ritter.		
6:15	7	THE WREN'S NEST fr. N.Y.		
6:30	7	WESTERN FILM.		
	9	IN THE FIRST PERSON with Quincy Howe. CBS-TV N.Y.		
6:45	9	SERIAL FILM, "Law of the Wild."		
7:00	9	FEATURE FILM, "Over the Moon."		
7:30	7	THINK FAST quiz show.		
	4	INTERNATIONAL KENNEL CLUB DOG SHOW.		
8:00	7	STUMP THE AUTHORS.		
8:30	7	STAND BY FOR CRIME.		
9:00	7	INDOOR POLO.		
9:30	4	HEADLINE NEWS.		

WTMJ CHANNEL 3 (MILWAUKEE)

3:00	3	AT YOUR SERVICE.
3:30	3	FILM, "Billy the Kid's Law and Order."
4:30	3	THOSE KEEN TEENS. Variety show.
6:45	3	AROUND TOWN WITH TV CAMERAMAN.
7:00	3	CUTTING ROOM CAPERS. Variety entertainment on film.
7:45	3	GOLDEN WEDDING GREETINGS.
7:50	3	ROVING CAMERAS.
8:00	3	STUMP THE AUTHORS, ABC.
8:30	3	MYSTERY QUIZ, ABC.
9:00	3	REMOTE SPORTS EVENTS.
10:00	3	LET'S LOOK AT THE NEWS.

(Subject to Change)

HANDY SUBSCRIPTION FORM

Television Forecast
185 N. Wabash Ave.
Chicago 1, Ill.

☐ **1 Year $3**
☐ **2 Years $5**

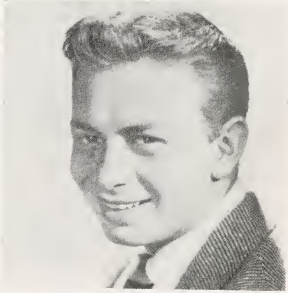
☐ **Remittance Enclosed** ☐ **Bill Me**

Please allow 2 weeks for processing of subscription.

Name.....
Address.....
City.....
Zone..... State.....
Phone No. 3/26

Out of the Fog Comes Mel Torme

If your screen blurs Tuesday, March 29, blame it on the "Velvet Fog," Mel Torme, who will be feature star of WGN-TV's Club Television 9:15 p.m. on channel 9. A Chicago-born boy, Mel is coming from New York where he has appeared on a number of video shows.



MEL TORME

The ballad & bop crooner recently married Susan Perry (Candy Toxton) of Chicago, causing thousands of teenagers no end of anguish.

Torme will share the billing on Club TV with Larry and Pamela, dance team and video's upside-down juggler, Abdullah. Lee Bennet is singing MC, Bob Trendler's orchestra provides the background.

Celebrity Time on WENR-TV

Known formerly as "Riddle Me This" on another TV network, "Celebrity Time" now becomes a WENR-TV feature on channel 7, it was announced this week. The series will begin April 3, starring Conrad Nagel, screen and stage personality, with Ilka Chase and John Daly experts on the panel. More about this show next week.

WTMJ-TV LISTINGS

WTMJ-TV, channel 3, is listed for the benefit of northshore and southshore suburban fans who are able to receive this station.

Sunday

WGN-TV 9	WBKB 4	WNBQ 5	WENR-TV 7
11:00	4	MULTISCOPE NEWS.	
12:30	7	MORRIS B. SACHS AMATEUR HOUR.	
1:30	7	FEATURE FILM.	
3:30	7	FILM SHORTS.	
3:45	7	THAT'S O'TOOLE.	
4:00	7	SUPER CIRCUS.	
5:00	9	INTERNATIONAL KENNEL CLUB DOG SHOW. Jack Brickhouse and Will Judy.	
	5	HOPALONG CASSIDY film.	
	7	CARTOON TELETALES.	
5:30	7	IREENE WICKER, the Singing Lady.	
6:00	9	ORIGINAL AMATEUR HOUR—Ted Mack as MC DuMont, N.Y.	
	7	FILM SHORTS.	
6:05	5	AMERICAN SONGS—film.	
6:15	4	Test Pattern.	
6:25	5	PARIS FASHION CAVALCADE.	
6:30	4	MOVIE MONEY—Russ Davis.	
	7	ABC TELEVISION PLAYERS.	
6:40	5	YOUNG BROADWAY—film.	
7:00	9	TOAST OF THE TOWN. New time for this show from N.Y. with Ed. Sullivan MC.	
	4	TELEFASHIONS, unique fashion-shopping show.	
	7	HOLLYWOOD SCREEN TEST.	
	5	LAMBS GAMBOL, guests: Joan Edwards and Otto Krueger.	
7:30	4	MIDWEST VIEW POINT, Ulmer Turner.	
	5	AUTHOR MEETS THE CRITICS.	
	7	RIDDLE ME THIS. Quiz show, Conrad Nagel, MC.	
7:45	4	TELENEWS.	
8:00	9	CHICAGOLAND NEWS REEL REVIEW.	
	5	PHILCO TELEVISION PLAYHOUSE, "Quality Street," Marsha Hunt and Alfred Drake.	
	7	SING-CO-PATION, Dolores Marshal.	
8:05	4	FILM FEATURE, "The Right Man."	
8:15	7	KIERANS KALEIDOSCOPE fr. Detroit.	
8:30	9	FILM.	
	7	MUSIC IN VELVET—Don Lindley's orchestra.	
9:00	9	STARS OF TOMORROW.	
	5	REVIEW OF THE NEWS.	
9:05	4	AMATEUR STATESMEN.	
9:10	5	GIRL ABOUT TOWN—Kyle MacDonnell and Earl Wrightson.	
9:30	9	MYSTERY THEATRE, "The Adventure of the Long Range Bullet."	
	5	WHO SAID THAT? Quiz Show.	
9:35	4	HEADLINE NEWS.	
10:00	9	PIANO PARADE with Don Artiste.	

WTMJ CHANNEL 3 (MILWAUKEE)

3:15	3	LET'S LOOK AT TELEVISION.
3:45	3	THAT'S O'TOOLE, ABC.
4:00	3	SUPER CIRCUS, ABC.
5:00	3	MELODY BY MIRIAM.
5:10	3	TELENEWS DIGEST.
5:30	3	SINGING LADY, ABC.
6:00	3	ORIGINAL AMATEUR HOUR, DuMont.
7:00	3	THE AUTHOR MEETS THE CRITICS, NBC.
7:30	3	LAMBS GAMBOL, NBC.
8:00	3	TELEVISION PLAYHOUSE, NBC.
9:00	3	NEWS REVIEW OF THE WEEK.
9:10	3	GIRL ABOUT TOWN, NBC.
9:30	3	TRYOUTS FOR TEEVEE talent hunt.

(Subject to Change)

No. 1 IN TELEVISION SUNDAY

"LAMBS GAMBOL"
7:00-7:30 P.M.
A Fast-Paced Theatrical Frolic

★

"AUTHOR MEETS THE CRITICS"
7:30-8:00 P.M.
The Story Behind the Story

★

"PHILCO PLAYHOUSE"
8:00-9:00 P.M.
"Quality Street," starring Marsha Hunt

★

"REVIEW OF THE NEWS"
9:00-9:10 P.M.
Newsreel Highlights of the Week

★

"GIRL ABOUT TOWN"
9:10-9:30 P.M.
Sparkling Songs and Music

WNBQ
CHICAGO
CHANNEL 5

Monday

WBKB 4		WNBQ 5	WENR-TV 7	WGN-TV 9
11:00	4	MULTISCOPE NEWS.		
2:00	9	TELEVISION MATINEE.		
4:00	9	WOMEN'S MAGAZINE of the air. Ruth Crowley and Rush Hughes.		
4:30	5	HOWDY DOODY SHOW fr. N.Y.		
	9	PIANO PARADE with Dan Artiste.		
4:45	9	Test Pattern.		
5:00	5	BUT NOT FORGOTTEN.		
	9	SMALL FRY CLUB. DuMont, N.Y.		
5:15	4	Test Pattern.		
5:30	9	LUCKY PUP. CBS-TV, N.Y.		
	4	SUN-TIMES COMIC CAPERS.		
5:45	9	Test Pattern.		
5:55	4	ULMER TURNER and the news.		
6:00	4	KUKLA, FRAN AND OLLIE.		
	7	NEWS AND VIEWS fr. N.Y.		
6:15	7	EARL WRIGHTSON songs fr. N.Y.		
6:30	4	LADY OF THE MOUNTAIN.		
	7	FILM SERIAL.		
	9	CBS TELEVISION NEWS with Doug Edward.		
6:40	5	THE WEATHERMAN.		
6:45	4	ERNIE SIMON, the curbstone cut-up.		
	5	CAMEL NEWS CARAVAN.		
	7	UNCLE MISTLETOE.		
	9	CHICAGOLAND NEWSREEL.		
7:00	4	WESTERN FILM "Frontier Theater."		
	5	WALT'S HOME WORKSHOP.		
	7	FILM SHORTS.		
	9	PREVIEW with Tex McCrary and Jinx Falkenburg. CBS-TV, N.Y.		
7:30	5	CHEVROLET ON BROADWAY.		
	7	ABC BARN DANCE.		
	9	FILM.		
7:45	9	ATTORNEY AT LAW, a new dramatic series.		
8:00	4	TELENEWS with John Dunham.		
	5	COLGATE THEATER.		
	7	IDENTIFY sports with Bob Elson.		
	9	THE GOLDBERGS, CBS-TV, N.Y.		
8:10	4	ULMER TURNER and the news.		
8:15	4	FILM SHORTS.		
	7	SKIP FARREL SHOW.		
8:30	4	WRESTLING, Russ Davis announcing.		
	5	AMERICANA, Ben Grauer MC.		
	7	FILM FEATURE.		
	9	PEOPLES' PLATFORM, CBS-TV, N.Y.		
9:00	5	CLIFTON UTLEY and the news.		
	7	PAUL HARVEY news.		
	9	CAMEL SPORTS CARAVAN, DuMont.		
9:05	7	FEATURE FILM.		
9:15	5	BOXING BOUTS, Marigold Gardens.		
10:00	9	CHICAGOLAND NEWSREEL.		
10:30	4	HEADLINE NEWS.		

WTMJ-TV Channel 3 (Milwaukee)

2:30	3	HERE'S COMTE.
2:45	3	P. SKINNER & AL BUETTNER.
3:00	3	NEWS AND MUSIC.
3:30	3	TV'S WHAT'S NEW.
4:00	3	CONSOLE AND KEYBOARD.
4:15	3	THE CHILDREN'S CORNER.
4:30	3	ZOO'S WHO.
5:00	3	DINNER MUSIC.
6:00	3	KUKLA, FRAN AND OLLIE.
6:30	3	THE SPORTS PICTURE.
6:45	3	NEWS CARAVAN, NBC.
7:00	3	MUSICAL FEATURETTES.
7:05	3	PLAY 'EM OR PAY 'EM.
7:30	3	TELE-THEATER ON BROADWAY.
8:00	3	TEEVEE THEATER, NBC.
8:30	3	AMERICANA, NBC.
9:00	3	ARTHUR GODFREY, CBS.
10:00	3	LET'S LOOK AT THE NEWS.

(Subject to Change)

Doggies to Face Two Sets of TV Cameras

Two nights of entertainment for dog lovers are scheduled by stations WBKB, channel 4 and WGN-TV, channel 9 who will cover the International Kennel club's all-breed dog show Saturday and Sunday, March 26 and 27.

Saturday, WBKB will take to the air at 7 p.m., with announcer Russ Davis, assisted by Howard McCullough, noted trainer and president of Chicago's park district dog training association. Channel 4 will offer a two hour coverage of the event.

Sunday night at 5 o'clock, WGN-TV with Jack Brickhouse announcing, will present Capt. Will Judy, publisher of

CAPT. WILL JUDY

"Dog World" magazine and editor of the Dog Encyclopedia as headline guest. Capt. Judy will join Dr. W. A. Young, managing director of the Anti Cruelty Society of Chicago, and Dorsey Connors, video reporter, in offering practical hints and training tips for dog owners. The WGN-TV telecast will be sponsored by Red Heart, produced by Herbert S. Laufman and directed by Don Cooke.

Televiewers will be able to see the breeds in water, field and obedience trials as they are rated by the club's judges.

For T.V. Service Consult the Directory Page 14.

ON THE COVER

Friday night, April 1, you'll see these three top comedians do anything for a laugh in Admiral's "Broadway Revue," telecast on WNBQ, channel 5 and WGN-TV, channel 9. Unless you're a new video set owner, they need no introduction. Imogene Coca, Sid Caesar and Mary McCarty keep you in tele-stitches for 60 minutes. In fact, you'll be aching the rest of the night.

That's O'Toole on TV

That's O'Toole, the story of a patient, easy-going husband and his wife, Debby, who can't say "No" has made its debut over WENR-TV channel 7, and is proving a popular show.

Tinker O'Toole, who can be seen Sunday, March 27, as the well-meaning husband whose greatest pursuit is the enjoyment of life, is portrayed by Arthur Peterson. Cast as his wife, also well-meaning but utterly powerless on the receiving end of a sales talk, is Norma Ransome. The role of Debby's sister is played by Pat Dunlap.

Tuesday

WNBQ 5		WENR-TV 7	WGN-TV 9	WBKB 4
11:00	4	MULTISCOPE NEWS.		
2:00	9	TELEVISION MATINEE.		
4:00	9	PIANO PARADE with Don Artiste.		
4:30	5	HOWDY DOODY SHOW fr. N.Y.		
4:45	9	Test Pattern.		
5:00	5	BUT NOT FORGOTTEN, H. Mintz.		
	9	SMALL FRY CLUB, CBS-TV, N.Y.		
5:15	4	Test Pattern.		
5:30	9	LUCKY PUP, CBS-TV, N.Y.		
	4	SUN-TIMES COMIC CAPERS.		
5:45	9	Test Pattern.		
5:55	4	ULMER TURNER and the news.		
6:00	7	NEWS AND VIEWS fr. N.Y.		
	4	KUKLA, FRAN AND OLLIE.		
6:15	7	JOE HASEL, sports.		
6:30	7	FILM SERIAL.		
	9	CBS TELEVISION NEWS, Doug Edwards.		
	4	JOE WILSON'S "Hot Stove League."		
6:40	5	THE WEATHERMAN with Clint Youle.		
6:45	5	CAMEL NEWS CARAVAN.		
	7	UNCLE MISTLETOE.		
	9	CHICAGOLAND NEWSREEL.		
	4	ERNIE SIMON, the curbstone cut-up.		
7:00	5	TEXACO STAR THEATER. Milton Berle fr. N.Y.		
	7	FEATURE FILM.		
	9	CROSS QUESTION fictional courtroom trial.		
	4	WESTERN FILM "Frontier Theater."		
8:00	5	QUIZ KIDS, Joe Kelly Quizmaster.		
	9	SCHOOL HOUSE with Kenny Delmar, as M.C., DuMont, N.Y.		
	4	TELENEWS with John Dunham.		
8:10	4	ULMER TURNER and the news.		
8:15	4	MIDGET BOXING, Jim Ameche.		
8:30	5	BELIEVE IT OR NOT, Bob Ripley.		
	7	DO YOU GET IT? Charades.		
	9	SUSPENSE, "Cabin B-13." CBS-TV, N.Y.		
	4	ROVING CAMERAS.		
8:45	4	HEADLINE NEWS.		
9:00	5	CLIFTON UTLEY and the news.		
	7	BOXING BOUTS.		
	9	BACK STAGE WITH BARRY. Barry Wood, CBS-TV, N.Y.		
9:15	5	WRESTLING from St. Nicholas arena N.Y.		
	9	CLUB TELEVISION. Mel Torme, guest.		
10:00	9	CHICAGOLAND NEWSREEL.		

WTMJ-TV Channel 3 (Milwaukee)

2:30	3	HERE'S COMTE.
2:45	3	SONGS AND PIANO SELECTIONS.
3:00	3	MUSIC AND NEWS.
3:30	3	WHAT'S NEW IN THE KITCHEN.
4:00	3	CONSOLE AND KEKBOARD.
4:15	3	THE CHILDREN'S CORNER.
4:30	3	JUNIOR AMATEURS.
5:00	3	DINNER MUSIC.
6:00	3	KUKLA, FRAN AND OLLIE, NBC.
6:30	3	THE SPORTS PICTURE.
6:45	3	NEWS CARAVAN, NBC.
7:00	3	STAR THEATER, NBC.
8:00	3	SCHOOL HOUSE, DuMont.
8:30	3	THE GRENADIERS.
9:30	3	ROBERT RIPLEY, NBC.
10:00	3	LET'S LOOK AT THE NEWS.

(Subject to Change)

Meet Johnny Coons Man of Many Voices

By PATRICIA COOPER

A Chicago television star you haven't yet seen but whose voice is known to thousands and thousands of children of all ages is Johnny Coons, the man behind Uncle Mistletoe on WENR-TV's weekday show.

If you're a new TV set owner unaware of the adventures Uncle Mistletoe relates to Jennifer Holt—Aunt Judy—then dial channel 7 Monday night, March 28 and enter the land of fables. You'll hear Johnny in a number of roles, in fact you might recognize his voice as that of Smelly Clark, a radio character, he performed on Vic and Sade.

Johnny, like many TV stars, started his career in radio. Because he specializes in trick voices he was a natural selection for the Marshall Field & Co. show on video.

Studied in New York

A look through Johnny's scrapbook and we see he entered his professional career soon after graduating from high school. From Lebanon, Ind., his family had him enrolled in pre-medical school at Wabash college, but he never got there. Instead, he went to New York to study at the Alviene Dramatic academy, joined a vaudeville outfit as a magician, then began touring the midwest. Later he returned to Broadway to appear in "Bright Honor" after which he played with stock companies in Maine and Long Island.

An offer to appear as a Dead End Kid in the touring company of "Dead End" brought him to Los Angeles, where he stayed for several years doing movies for Columbia and Selznick. From movies, Johnny moved into radio and was soon doing dramatic stints on network shows originating in California.

Starred on Radio

Chicago offered him the chance to star in a number of juvenile roles, so he returned to the midwest. Since 1946 he has been portraying Clipper King in ABC's "Sky King." Avid radio fans will recall him in Bachelor's Children, and Captain Midnight.

JOHNNY COONS

Mr. and Mrs. Coons reside in an apartment on the near north side of Chicago. They're not nightclubbers, but prefer to do their entertaining at home, quietly. This also gives Johnny the chance to demonstrate some of the feats of legerdemain which he performed on the stage. Although he sold most of his equipment (valued at $5,000) he is still able to baffle and entertain friends without using rabbits, trick tables and false-bottom hats.

Someday we think Mr. Coons will have a show of his own on video, and when he does we're certain he'll add to the stature of video in Chicago.

Hornsby Signs for Cub Games

The old Rajah himself, Rogers Hornsby will be a TV sports announcer covering the Chicago Cubs home games for channel 7, it was announced this week by WENR-TV. One of baseball's immortals, Hornsby held the batting championship of the National league for seven years. There isn't a Cub fan alive who doesn't remember the old slugger.

Hornsby should be interesting on video. He'll make his bow at the start of the baseball season, April 19, competing with veteran TV announcers Jack Brickhouse and Joe Wilson.

For T.V. Service Consult the Directory Page 14.

Pennsylvania To Use Color TV in Study

Harold E. Stassen, president of the University of Pennsylvania, this week announced the school is planning to incorporate color television facilities in a projected $10,000,000 addition of the medical center. An order with Zenith Television, Chicago, was earlier placed for a color TV transmitter and receivers. They are to be used for visual study to groups of medical students.

Pres. Truman, Churchill to Appear on Telecast

President Harry Truman and Winston Churchill, Britain's war-time leader will appear together on television Thursday, March 28, in a pooled network coverage of the mid-century convocation of the Massachusetts Institute of Technology.

According to network officials, the Tuesday program will begin at 8 p.m. A second telecast is scheduled for Friday, April 1, beginning at 8 o'clock.

DOUG EDWARDS, CBS newscaster, is now concentrating most of his activities on television in a show that takes televiewers around the world, Mondays through Friday. See him this week on WGN-TV, channel 9, at 6:30 p.m.

BACKSTAGE AT FORD THEATER—You've seen Ford productions on your screen, now take a peek backstage. Four cameras, including a dolly-type; two pedestal and one tripod are in operation. Fluorescent light banks are overhead. Two boom mikes are visible telescoping into the set. Worker crouched in foreground is dolly pusher. Coaxial cable is seen snaking from several cameras. Ford theater, a CBS feature, will be seen on WGN-TV, channel 9, sometime in April, unless our crystal ball is out of order.

Wednesday

WENR-TV 7		WGN-TV 9	WBKB 4	WNBQ 5
11:00	4	MULTISCOPE NEWS.		
2:00	9	TELEVISION MATINEE.		
4:00	9	WOMEN'S MAGAZINE of the air.		
4:30	5	HOWDY DOODY SHOW fr. N.Y.		
	9	PIANO PARADE with Don Artiste.		
4:45	9	Test Pattern.		
5:00	9	SMALL FRY CLUB. DuMont, N.Y.		
	5	BUT NOT FORGOTTEN. H. Mintz.		
5:15	4	Test Pattern.		
5:30	9	LUCKY PUP. CBS-TV, N.Y.		
	4	SUN-TIMES COMIC CAPERS.		
5:45	9	Test Pattern.		
5:55	4	ULMER TURNER and the news.		
6:00	7	NEWS AND VIEWS fr. N.Y.		
	4	KUKLA, FRAN AND OLLIE.		
6:15	7	CHILD'S WORLD fr. N.Y.		
6:30	7	FILM SERIAL.		
	9	CBS TELEVISION NEWS, Doug Edwards.		
	4	LADY OF THE MOUNTAIN.		
6:40	5	THE WEATHERMAN, Clint Youle.		
6:45	7	UNCLE MISTLETOE.		
	9	CHICAGOLAND NEWSREEL.		
	4	ERNIE SIMON, the curbstone cut-up.		
	5	CAMEL NEWS CARAVAN.		
7:00	7	SET 'EM UP bowling show.		
	9	ARTHUR GODFREY AND HIS FRIENDS. CBS-TV, N.Y.		
	4	WESTERN FILM "Frontier Theater."		
	5	IT'S A GREAT IDEA. Great Books discussion groups.		
7:30	7	FLICKER FAVORITES—"Shadows" with Lon Chaney.		
	5	TELEVISION SCREEN MAGAZINE.		
8:00	9	PIANO PARADE.		
	4	TELENEWS with John Dunham.		
	5	KRAFT TELEVISION THEATER.		
8:10	4	ULMER TURNER and the news.		
8:15	9	PERSONALITY PROFILES.		
	4	FUN WITH FURNISHINGS.		
8:30	7	WRESTLING.		
	9	PLAN-A-ROOM, Paul MacAllister.		
	4	TREASURY BOND SHOW.		
8:45	9	SPORTSMEN'S CORNER.		
9:00	9	BLUES BY BARGY. CBS-TV, N.Y.		
	4	MIDWEEK ROUND-UP.		
	5	CLIFTON UTLEY and the news.		
9:15	9	Chicagoland NEWSREEL.		
	5	GRAND MARQUEE Film.		

WTMJ-TV Channel 3 (Milwaukee)

2:30	3	HERE'S GEORGE COMTE.
2:45	3	P. Skinner & AL BUETTNER.
3:00	3	NEWS AND MUSIC.
3:30	3	TV'S WHAT'S NEW.
4:00	3	CONSOLE AND KEYBOARD.
4:15	3	THE CHILDREN'S CORNER.
4:30	3	THE MUSEUM EXPLORERS' CLUB.
5:00	3	DINNER MUSIC.
6:00	3	KUKLA, FRAN AND OLLIE. NBC.
6:30	3	THE SPORTS PICTURE.
6:45	3	NEWS CARAVAN. NBC.
7:00	3	To be announced.
7:05	3	THE TUNESMITH.
7:30	3	FILM FEATURETTE.
8:00	3	TELEVISION THEATER. NBC.
9:00	3	SALUTE TO INDUSTRY.
9:30	3	IDENTIFY. ABC.
9:45	3	LET'S LOOK AT THE NEWS.

(Subject to Change)

Maulers and Cuties Mix Well Thursdays

One of our readers told us of an incident which took place in his home last Thursday. During the WGN-TV wrestling matches he stepped away from his telereceiver and went into the kitchen for some refreshments.

When he came back, there was a parade of cuties on his screen. He was all ready to blame someone for switching stations when the parade became more interesting, and he realized a beauty contest was being staged.

Fawn Klauck

From what we've been able to gather, wrestling fans don't mind it in the least to watch a beauty contest during the intermission, especially when the winners are like Miss Fawn Klauck (inset) of 1954 Patterson, Chicago. Miss Klauck, a secretary at Kiwanis International office, became the first Miss Tavern Pale of the Week, and according to the sponsors, votes are still rolling in. Nearly 12,000 were mailed in the first seven days of the contest.

Thursday, March 31, on channel 9 you'll view another contest. The winner will again be selected by the tele-audience, and will receive a US government bond, matched costume jewelry, flowers, a photographic portrait, a special hair styling, dress, and a beauty course in a Chicago modeling school.

Technical Information

A reader this week inquired: "How many complete television pictures are transmitted to the receiver each second?" The answer: 30. Each picture contains approximately 200,000 dots of light or elements. Chicago TV station transmitters amplify the electrical charges created in TV cameras, sending out strong picture-signals, together with syne-signals to hold the picture in its frame, keeping its horizontal and vertical proportions correct and preventing waviness.

Forecast . . .

(*Continued from page* 3)

dustry has been hiding its head in the sands of Hollywood," he commented, "rather than cooperate with TV, the film people have trembled with a kind of adolescent fear."

Schreiber, like others, is looking for Hollywood to go all out for TV, if not today at least before 1949 ends. Each time a new TV set is sold Hollywood sits up and takes notice. And they should, at least that is our opinion.

Can't Get Away From Him

When Ernie Simon mentioned that he received a letter from a TV fan over 85 miles from Chicago, three other WBKB fans wrote telling the station they received Channel 4 (1) over 100 miles away, (2) 125 miles away, (3) 200 miles away. We wonder who is the longest distance *Television Forecast* reader?

CALL VAHEY
CALL VAHEY
CALL VAHEY For
CALL VAHEY Prompt,
CALL VAHEY Courteous,
CALL VAHEY Citywide
CALL VAHEY Television
CALL VAHEY Service
CALL VAHEY
CALL VAHEY
CALL VAHEY
PA 5-3400

Thursday

WGN-TV 9	WBKB 4	WNBQ 5	WENR-TV 7
11:00	4	MULTISCOPE NEWS.	
2:00	9	TELEVISION MATINEE.	
3:30	9	ILL. STATE MEDICAL SOCIETY.	
4:00	9	Test Pattern.	
	5	CHILDREN'S CREATIVE THEATER.	
4:30	5	HOWDY DOODY SHOW fr. N.Y.	
5:00	9	SMALL FRY CLUB. DuMont, N.Y.	
	5	BUT NOT FORGOTTEN.	
5:15	4	Test Pattern.	
	5	NBC NEWS REEL.	
5:30	9	LUCKY PUP. CBS-TV, N.Y.	
	4	SUN-TIMES COMIC CAPERS.	
5:45	9	Test Pattern.	
5:55	4	ULMER TURNER and the news.	
6:00	4	KUKLA, FRAN AND OLLIE.	
	7	NEWS AND VIEWS fr. N.Y.	
6:15	7	THE WREN'S NEST fr. N.Y.	
6:30	9	CBS TELEVISION NEWS, Doug Edwards.	
	4	PIANO PALS.	
	7	FILM SERIAL.	
6:40	5	THE WEATHERMAN, Clint Youle.	
6:45	9	CHICAGOLAND NEWSREEL.	
	4	ERNIE SIMON, the curbstone cut-up.	
	5	CAMEL NEWS CARAVAN.	
	7	UNCLE MISTLETOE.	
7:00	9	SPELL WITH ISBELL, new time and day for this show.	
	4	FEATURE FILM "Furious Phony."	
	5	PHIL SILVERS SHOW fr. N.Y.	
	7	JACZUES FLARY MUSIC ROOM.	
7:25	9	FILM.	
7:30	5	THE SWIFT SHOW starring Lanny Ross fr. N.Y.	
	9	THE ADVENTURES OF HOMER HERK, premier of new musical comedy series.	
	7	ACTORS STUDIO.	
8:00	9	To be announced.	
	4	TELENEWS with John Dunham.	
	5	ADDRESS by Pres. Truman and Winston Churchill from M.I.T.	
	7	"THE 20TH CENTURY, ITS PROMISE AND ITS REALIZATION." Address by Winston Churchill.	
8:10	4	ULMER TURNER and the news.	
8:15	4	FILM VARIETIES.	
8:30	9	WRESTLING from Madison AC.	
	4	ROVING CAMERAS.	
8:40	4	FILM VARIETIES.	
9:00	4	TELECHARADES with Ed Roberts.	
	5	CLIFTON UTLEY and the news.	
	7	ON TRIAL topics of the day.	
9:15	5	THREE MUSKETEERS.	
9:30	4	HEADLINE NEWS.	
	7	CLUB SEVEN fr. N.Y.	
10:45	9	CHICAGOLAND NEWSREEL.	

WTMJ-TV Channel 3 (Milwaukee)

2:30	3	Here's GEORGE COMTE.
2:45	3	P. SKINNER & AL BUETTNER.
3:00	3	NEWS AND MUSIC.
3:30	3	WHAT'S NEW IN THE KITCHEN.
4:00	3	CONSOLE AND KEYBOARD.
4:15	3	THE CHILDREN'S CORNER.
4:30	3	LITTLE AMATEURS.
5:00	3	DINNER MUSIC.
6:00	3	KUKLA, FRAN AND OLLIE. NBC.
6:30	3	SPORTS PICTURE.
6:45	3	NEWS CARAVAN. NBC.
7:00	3	PHIL SILVERS SHOW. NBC.
7:30	3	LANNY ROSS SHOW. NBC.
8:00	3	WINSTON CHURCHILL ADDRESS, M.I.T.
9:00	3	WRESTLING.
10:30	3	LET'S LOOK AT THE NEWS. (Subject to Change)

Here is your answer to TELEVISION Comfort

PUR-AR-LITE

Air Purifier

The First Ultra-Violet Ray Air Purifying Lamp

AT ONLY

$6.95

INCLUDING LAMP

OPERATES ON AC CURRENT

GERMICIDAL . . .

Kills Air Borne Bacteria!

DEODORIZER . . .

Kills All Odors!

IN THE TELEVISION ROOM . . . relieves glare and eye strain; keeps air smoke free; provides a small adequate light!

IN THE KITCHEN . . . helps destroy cooking odors, bread box molds, preserves foods longer in refrigerators!

IN THE BEDROOM . . . helps protect you and your child against colds. dangerous diseases, cuts down on doctor bills!

IN PUBLIC PLACES . . . washrooms, restaurants, food stores, offices, hospitals . . . keeps air pure, germ and odor-free!

IN THE BATHROOM . . . helps keep air fresh, clean and sweet-smelling always!

IN THE BASEMENT . . . helps eliminate dampness, mildews, musty odors in a twinkling.

SEND NO MONEY

MAIL THIS COUPON TODAY!

PUR-AR-LITE,
c/o TELEVISION FORECAST, 185 N. WABASH AVE., CHICAGO 1, ILL.

Please send me C.O.D.....PUR-AR-LITES AT $6.95 Plus 2% Ill. Sales Tax

NAME .....

ADDRESS .....

3/26

CITY..... **ZONE**.. **STATE**.....

Young Ballad Singer Wins TV Fans

A pint-sized 10-year old Chicago boy with a 10 gallon personality and mature showmanship is winning acclaim on WBKB's new show, "Lady of the Mountain." He is Tommy Sands who co-stars with Barbry Ellen Rogers.

Dial channel 4 Monday and Wednesday this week at 6:30 p.m. and you'll see this new twosome in a program of cowboy, mountain and Spanish songs.

TOMMY SANDS

During the day Tommy is a student at La Salle grammar school. When he isn't studying or singing, the young TV star likes to box and draw. Someday, he confesses, he would like to be a movie star—not like his favorite, Roy Rogers, but more like Burl Ives, wandering minstrel. You'll recall hearing him on "Melody Ranch" and "Louisiana Hayride," radio shows.

Songs heard on "Lady of the Mountain" are from Barbry Ellen's collection. For many years she has gathered folk songs, as well as historical items of the legendary west. Our reporter promises a story on Barbry next week.

19,000 Sets in Milwaukee

Milwaukee, Wis. reports more than 19,000 TV sets are now in operation, receiving WTMJ-TV, channel 3, it was announced this week. Only 8% of the video receivers are installed in public places, the rest in private homes.

Notes from Readers . . .

Sirs:

Readers are invited to write this magazine. Letters must contains name and address; name will be withheld on request. Address: Editor, Television Forecast, 185 North Wabash, Chicago 1.

We live ten miles south of Kalamazoo (see enclosed map) and we receive Chicago and Detroit, plus Milwaukee. We have a tower built on a windmill.

Kalamazoo, Mich. A. SMITH

Sirs:

I do not believe that the television industry is showing ingenuity in expanding their audience or their programming. For one thing, special efforts should be made to encourage installation of receivers in towns and cities beyond the ordinary service range. Special equipment, good receivers plus super antennae will do the job.

Chicago, Ill. TV CRITIC

Ed. Note: "TV Critic," who prefers to remain anonymous should take note of Mr. Smith's letter above. We think he is too critical of an industry which is still young and has plans to provide rural coverage.

Capt. Eddie Rickenbacker, president of Eastern Airlines (right) autographs a copy of his book "Seven Came Through," to Tom Wagner, guest of Firestone's "Americana," TV quiz show emceed by Ben Grauer (center). An NBC show, "Americana" can be seen March 28 on WNBQ, channel 5.

TOPS IN TELEVISION
from the top of Chicago

Spotlighted PROGRAMS

THIS WEEK

"MORRIS B. SACHS AMATEUR HOUR"
Sunday, 12:30 p.m.

"THAT'S O'TOOLE"
Sunday, 3:45 p.m.

"IDENTIFY"
with Bob Elson
Monday, 8:00 p.m.

"PAUL HARVEY" news highlights
Monday & Friday, 9:00 p.m.

"BOXING" from Rainbow Arena
with Bob Elson
Tuesday, 9:00 p.m.

"AT OUR HOUSE"
Friday, 8:30 p.m.

WENR·TV
AMERICAN BROADCASTING COMPANY

watch channel 7

Friday

WBKB 4		WNBQ 5	WENR-TV 7	WGN-TV 9
11:00	4	MULTISCOPE NEWS.		
1:30	9	INDIVIDUALLY YOURS.		
2:00	9	TELEVISION MATINEE.		
4:00	9	WOMAN'S MAGAZINE of the air.		
4:30	5	HOWDY DOODY SHOW fr. N. Y.		
	9	PIANO PARADE.		
4:45	9	Test Pattern.		
5:00	5	BUT NOT FORGOTTEN. H. Mintz.		
	9	SMALL FRY CLUB. DuMont, N.Y.		
5:15	4	Test Pattern.		
5:30	9	LUCKY PUP. CBS-TV N.Y.		
	4	SUN-TIMES COMIC CAPERS.		
5:45	9	Test Pattern.		
5:55	4	ULMER TURNER and the news.		
6:00	4	KUKLA, FRAN AND OLLIE.		
	7	NEWS AND VIEWS fr. N.Y.		
6:15	7	THE WREN'S NEST fr. N.Y.		
6:30	4	HERE'S HOW with Philip Lewis.		
	7	FILM SERIAL.		
	9	CBS TELEVISION NEWS, Doug Edwards.		
6:40	5	THE WEATHERMAN, Clint Youle.		
6:45	4	ERNIE SIMON, the curbstone cut-up.		
	5	CAMEL NEWS CARAVAN.		
	7	UNCLE MISTLETOE.		
	9	CHICAGOLAND NEWSREEL.		
7:00	4	KIDDIE PARADE.		
	5	ADMIRAL BROADWAY REVUE variety show from N.Y., starring Sid Caesar, Imogine Coco and Mary McCarty.		
	7	VAUDEO VARIETIES.		
	9	ADMIRAL BROADWAY REVUE with Sid Caesar. DuMont, N.Y.		
7:30	4	SELECTED SHORTS.		
8:00	4	TELENEWS with John Dunham.		
	5	ADDRESS by Pres. Truman and Winston Churchill from M.I.T.		
	7	PRES. TRUMAN'S ADDRESS. Continuation of discussion started on Thursday by W. Churchill.		
	9	To be announced.		
8:10	4	ULMER TURNER and the news.		
8:15	4	FILM SHORTS.		
8:30	4	UNDER 21.		
	5	YOUR SHOW TIME.		
	7	AT OUR HOUSE.		
	9	FILM.		
8:45	7	To be announced.		
	9	SPORTSMEN'S CORNER.		
9:00	4	HEADLINE NEWS.		
	5	BOXING BOUTS fr. N.Y.		
	7	PAUL HARVEY and the news.		
	9	BOXING fr. Madison AC.		
9:05	7	HAPPY PAPPY premier, negro talent.		
10:00	5	CHESTERFIELD SUPPER CLUB.		
10:30	9	CHICAGOLAND NEWSREEL.		

WTMJ-TV Channel 3 (Milwaukee)

2:30	3	Here's GEORGE COMTE.
2:45	3	P. SKINNER & J. RUETTNER.
3:00	3	NEWS AND MUSIC.
3:30	3	TV'S WHAT'S NEW.
4:00	3	CONSOLE AND KEYBOARD.
4:15	3	THE CHILDREN'S CORNER.
4:30	3	TV GOES TO ART CLASS.
4:45	3	HOWDY DOODY. NBC.
5:00	3	DINNER MUSIC.
6:00	3	KUKLA, FRAN AND OLLIE. NBC.
6:30	3	THE SPORTS PICTURE.
6:45	3	NEWS CARAVAN. NBC.
7:00	3	THE BROADWAY REVUE.
8:00	3	PRESIDENT TRUMAN ADDRESS, M.I.T.
8:30	3	YOUR SHOW TIME, "The Tenor."
9:00	3	BOXING. NBC.
10:00	3	CHESTEEFIELD SUPPER CLUB.
10:15	3	LET'S LOOK AT THE NEWS.

(Subject to Change)

Directory

FOR FAST EXPERT SERVICE

CHICAGO

SOUTH

American Radio Laboratory
6321 S. University
FAirfax 4-9000

SOUTHEAST

Chelten Television Co.
2903 East 79th St.
ESsex 5-3450

SOUTHWEST

Kent Engineering Co.
6250 S. Spaulding
WAlbrook 5-7212

NORTH

Chicago Engineers for Television
2638 West Devon Avenue
HOllycourt 5-7524

CENTRAL

Television Engineers, Inc.
1539 W. Harrison St.
TAylor 9-4200

WEST

Expert Radio & Television Service
3255 West Adams
SAcramento 2-7818

SUBURBS

***ARLINGTON HEIGHTS** and vicinity*

Electronics Service
22 E. Northwest Hwy. Arlington Heights 700

***WAUKEGAN, ILL.**, and Lake County*

Lake Television
619 North Ave. ONtario 4465

EVANSTON, ILL.

Beckers
801 Dempster St. UNiversity 4-1640

***WILMETTE** and Vicinity*

Air Vision, Inc.
1185 Wilmette Ave. Wilmette 6050

WHITING, IND.

Radio Center
1542 119th St. Whiting 307

***GARY, IND.** and Vicinity*

Streight Television Repair
118 W. 5th Gary 6864

"CHICAGOLAND'S FAMILY TELEVISION THEATRE"

SUNDAY, MARCH 27, 5:00 p.m.
"International Kennel Club Dog Show"
from International Amphitheatre

MONDAY, 7:00 p.m.
"Preview" from CBS-TV
with Tex McCrary & Jinx Falkenburg

FRIDAY, 1:30 p.m.
"Individually Yours"
with Celeste Carlyle

WGN•TV CHANNEL 9

Sensational Premium

SUBSCRIPTION OFFER

E-X-T-E-N-D

Your Subscription

(From Its Expiration Date)

52 ISSUES OF TELEVISION FORECAST AND THIS NATIONALLY ADVERTISED WALCO FILTER

(Retail Value $2.95 to $5.95)

FOR ONLY

$3.50

Limited Offer!

Mail This Coupon Today

TELEVISION FORECAST, 185 N. Wabash Ave., Chicago 1, Ill.

Extend my subscription for ☐ 1 year $3.50 ☐ 2 years $5.50

Enter my initial subscription for ☐ 1 year $3.50 ☐ 2 years $5.50

Please send me the 7" screen ☐ 10" screen ☐ 12" screen ☐ 15" screen ☐

NAME .....

ADDRESS ..... PHONE .....

CITY ..... ZONE ..... STATE .....

Please Allow 2 Weeks for Processing

COLLINGS, NIGEL J.
352 W. ST. CHARLES RD.
LOMBARD, ILL.
20-12 C16

Scanned from the collection of the Prelinger Library. 2019.

Digitization and post-production completed in the University of Wisconsin-Madison's Department of Communication Arts, with funding from the California Digital Library.

University of California
CDL
California Digital Library

MEDIA HISTORY
DIGITAL LIBRARY

www.mediahistoryproject.org